

LEISURE TRAVEL PREFERENCES

A GRADUATION EXERCISE SUBMITTED IN PARTIAL  
FULFILMENT FOR THE REQUIREMENT OF BACHELOR IN  
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ABSTRACT

Leisure travel can be defined as an activity of travel to fulfil an individual's needs for catharsis, independence, understanding, affiliation and getting along with others away from routine cares. It is also known as escape activity or vacation.

The need to carry out this study is to notice the problems in determining leisure travel preferences and its pattern. Questionnaire survey has been conducted in finding the data on the matters. The study carried out in the population of Shah Alam, with 50 respondents have been selected randomly.

This study has given the result that travel for leisure is one of the needs in human social life. Malaysian travelers went for leisure travel for at least once a year whether in or out of the country. The frequency of leisure travel is depends on the level of income. The higher the income, then the higher the frequency it will be.

### *Leisure Travel Preferences*

The most preferable destination for is inbound travel with 88% of the respondents from the survey, while only 64% respondents travel for leisure in international destination.

Majority of the respondents agreed that all of the leisure travel influenced factors are important in determining their leisure travel such as destination to be selected. The influenced factors are travel cost, Transportation modes and efficiency, hospitality and tourist attraction areas.

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